

**BQR ADVERTISING AND PUBLIC RELATIONS, INC.**  
**INSIGHTFUL MARKETING RESEARCH, ACTIONABLE RESULTS**

**CORE COMPETENCIES**

BQR Advertising and Public Relations, Inc. is a full-service firm assisting clients with the creation of effective marketing strategies and tactics by providing insightful research, robust results, and keen insights that yield actionable conclusions.

BQR presents a Dynamic Research Approach to each project. This approach takes four dimensions into consideration: understanding the client's needs, knowing the market, applying analytical thinking, and proposing a creative research approach. The active interaction of these elements results in rich and valuable insights that can be learned from, acted on, and ultimately, used as the decisive factors in creating successful marketing plans.

With a Dynamic Research Approach as a starting point, BQR believes that creative and innovative research thinking can be applied to traditional qualitative and quantitative research. By understanding the client's needs and combining analytical thinking with extensive knowledge of the market, BQR matches and executes creative research solutions.

Among the research techniques that BQR masters are:

*Qualitative Techniques*

Traditional Focus Groups  
One-on-One In-Depth Interviews  
Triads  
Metaphor Elicitation Interviews  
Ethnographies  
Maxi-Groups  
Mini Groups  
In-Home Interviews  
Consumer Parties  
Shop-Alongs

*Quantitative Techniques*

Telephone Surveys  
Tracking Studies  
Awareness and Usage Studies  
Exit Interviews  
Segmentation Studies  
Customer Satisfaction  
Omnibus Studies  
Perception Analyzer

Our qualitative capabilities extend beyond a collection of "sound bites," into a rich cultural connection with the consumer. BQR pairs up objectives with the methodology that best addresses them, creating an effective research design that maximizes results as well as budgets.

Our creativity in research is expressed through the effective use of probing techniques that scrutinize the underlying motivations, beliefs, attitudes, and feelings regarding the issue of concern. Among the probing techniques we used are projective techniques, laddering, metaphor solicitation technique, hidden issue questioning, and symbolic analysis.

Quantitative projects take the same dynamic research approach, with the highest standards of integrity in numbers and quality control. BQR teams up with the most qualified field

services to provide clients with accurate, reliable quantitative data.

- Methodology selection, questionnaire design, flow, wording, and timing are carefully crafted for successful implementation in the market.
- Our data analysis and interpretation take into consideration cultural factors to accurately reflect consumers' opinions.
- Although statistics and number accuracy are the number one priority, our reports are written for marketing and branding, not for statisticians.

BQR's strength lies in the Hispanic Market. Years of working in the Hispanic market from the client and the agency side, and throughout various industries, have provided us with a strong knowledge of the market. We feel we are part of the Hispanic Market. We approach each project not only as marketers, but also as Hispanics; therefore the interpretation of results goes through a "cultural filter" of backgrounds and a composite understanding of the target that is unusual and valuable. Our agency team members represent various levels of acculturation including first generation born in the United States; born and raised in Mexico or Central America and migrated to the United States; and completely acculturated but of Hispanic descent. Consequently, we are:

- In constant touch with the Hispanic market
- Consumers of Spanish Media
- Bilingual, bicultural
- Thoroughly aware of the acculturation process

While our main competence is in the Hispanic market, BQR Advertising and Public Relations, Inc. has performed strongly with the General Market as well as with other ethnic groups such as African-American, Asian (Korean, Vietnamese, Chinese, Thai), and Native American by partnering with trained moderators from each of those ethnicities and combining analytical thinking with them.

## **WORKING WITH THE GENERAL MARKET**

BQR has abundant experience working with the General Market. In fact, several clients prefer having all their qualitative work done by BQR because it simplifies the process for them (managing one supplier versus two or three different companies), and they receive a final report that provides a holistic analysis, cohesive across population groups, markets, and ethnicities.

## **PREVIOUS RELEVANT EXPERIENCE**

Over the past 20 years we have had the opportunity to work with several government agencies on research projects in the General and Hispanic markets including the University of Houston-Clear Lake, Texas Department of Health and Human Services, Texas Department of State Health Services, VoTexas, and other agencies of the State. Additionally, we have worked for several years with the Houston-Galveston Area Council on its Clean Rivers program and Clean Waters Initiatives, producing brochure families, annual reports

and interactive CDs that document the health and cleanliness of Houston-area waterways including the Trinity-San Jacinto Coastal Basin, San Jacinto River Basin, San Jacinto-Brazos Coastal Basin, Brazos-Colorado Coastal Basin and many bays and estuaries.

## **KEY BIOS**

### **Vicki A. Roy, Agency Principal and Creative Director -- 28 years' experience**

With a master's degree in advertising and marketing from the University of Texas where she specialized in creative strategy and copywriting, Vicki began her professional career in Houston in 1982. After working five years at one of Houston's largest ad agencies at the time, she opened her own Agency in 1987, BQR Advertising and Public Relations, Inc., serving as Creative Director and Management Supervisor. More than 20 years later, BQR is still going strong with a long list of creative awards from the Houston Advertising Federation, the Art Directors Club of Houston, the Business Marketing Association and many industry associations. BQR's Client history includes several of the largest companies and organizations in Houston and elsewhere – Continental Airlines, the Houston Airport System, Houston-Galveston Area Council, Southern Union Gas (formerly Enron Corp.), the Greater Houston Convention and Visitors Bureau, University of Houston-Clear Lake, North Harris Montgomery Community College System, Region 4 Education Service Center, Special Olympics Texas and United Way.

### **Jose Monterrosa, Project Manager -- 20 years' experience**

José Monterrosa has a master's degree in advertising from Michigan State University. His studies were sponsored by the prestigious Fulbright Scholarships. Jose is also a native of El Salvador. While in El Salvador, he worked for Young & Rubicam as Director of Television and Radio Production for more than six years, developing projects for brands such as Coca-Cola, Fanta, Kodak, Continental, Bacardi, Hyundai and AT&T. Monterrosa also held other key positions in various industries such as Marketing Manager for a large supermarket retailer in El Salvador and Honduras and also, Regional Sales Manager for an Internet advertising company covering the entire Central American region. Mr. Monterrosa has made numerous presentations to agencies and Web portals related to Internet advertising and Web marketing strategies. Once in the United States, Monterrosa worked on accounts such as the Department of Veteran Affairs in Houston. For that specific task, Monterrosa was responsible for Web content management and HTML maintenance. He also led a team of HTML developers and programmers in redesigning the VA's Website layout and programming from CGI to ASP. He's past chair of the American Marketing Association's Hispanic Marketing Special Interest Group and the "Only in Houston" Hispanic Marketing Initiative. In addition to Hispanic marketing, Jose specializes in new and social media and website development, animation and programming.

### **Edgardo de la Garza – 12 years' experience**

Qualitative Moderator and Interviewer, Quantitative Analyst

Edgardo started his career as part of first dedicated Account Planning team in the Hispanic market. Graduated from the University of Texas at Austin with a degree in Advertising and a specialization in Account Planning, Edgardo has focused his career on understanding the Hispanic market and its behavior.

Mr. de la Garza has worked with top national agencies as well as on the client side as senior marketing manager, executing projects for both the Hispanic and General markets. During his 12 years in the research and marketing industry, he has worked on a diverse array of categories including insurance and banking and financial services (GEICO, Direct Auto, Aflac, ING, Bank of America, Capital One, Visa, MasterCard, California Bank and Trust, Western Union), retail and grocers (Wal-Mart, Kroger, Fiesta Mart), quick service restaurants (Domino's Pizza, Burger King, Sonic Drive-In, Taco Cabana), entertainment and communications (Time Warner Cable, Sprint, Dish Network), automobile (GM, Ford, Nissan, and Daimler-Chrysler), package goods (P&G, Maseca, Mars, Kellogg's, Coca-Cola), adult beverages (Miller Lite, Jim Beam, Mike's Hard Lemonade), construction (Stanley Tools, National Gypsum, Sackrete) and non-profit social issues (Texas Department of Social Health, VoTexas, Texas Department of Transportation), among others.

With countless quantitative and qualitative projects under his belt, Mr. de la Garza has focused his efforts in developing actionable segmentation tools that are based in demographics as well as category/brand use. A seasoned moderator and interviewer who is truly an expert in the Hispanic market, he understands client needs and brings invaluable insights to their marketing efforts.

### **Elvia de la Garza-Morales – 15 years' experience**

Qualitative Moderator and Interviewer

Ms. Elvia de la Garza has been involved in marketing, advertising and market research for almost a decade. Her in-depth knowledge of the U.S. Hispanic market as well as her solid research, advertising and marketing background have allowed Elvia to provide insightful guidance to clients aiding them on the creation of effective marketing strategies; thus making their products and messages more relevant to the Hispanic consumer.

From 2000 to 2005, Ms. Elvia de la Garza worked for one of the top Hispanic Advertising Agencies as Research Manager; in this position, she designed, conducted, and analyzed qualitative and quantitative research primarily focused on the Hispanic Market developing an expertise on Hispanic consumer understanding, branding, positioning, strategy, and product development.

Ms. Elvia de la Garza is an experienced bilingual (English and Spanish) and bicultural moderator. Her list of qualitative projects covers a wide range of categories including packaged and consumer goods, banking and financing, beer, automotive, construction, supermarket retail, telecommunications, and foods. Some of the companies she has worked with include: SC Johnson (Raid, OFF!, Windex, Pledge, Ziploc, Glade, Edge) Jiff Peanut

Butter; Smucker's Jellies and Preserves, Wrangler, National Gypsum, Maseca Flour, Winn-Dixie Supermarkets, DANNON, Wachovia, Genworth Financial, Ford Motor Company, Lincoln-Mercury, Western Union, Tecate Beer, Miller Light, Time Warner Cable, La Vaquita Cheese; Dieste Harmel and Partners, Zubi Advertising, Enviromedia, Lopez Negrete Communications, Latin Force and Enventys among others.

Ms. Elvia de la Garza is an honored graduate of The University of Texas at Austin with a bachelor's degree of Science in Advertising. From 2002 to 2004, Elvia was also a faculty member of The University of Miami as professor of Marketing Research in the School of Continuing Studies.

## **HUB CERTIFICATION**

Certificate/VID Number: 1760290171600

Vendor Number: 12298

## **CONTACT**

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